

CYCLEWALK



THE PROJECT



Walking and cycling are usually suitable to cover shorter distances in urban and functional areas. However, people switching to active mobility have to deal with severely inadequate infrastructures, often inaccessible, unsafe, discontinuous and not ensuring connections from point A to B. Furthermore, their characteristics are completely different in the various countries, as well as between neighboring cities, due to a general lack of standards in approaches and requirements recognized and applied within the EU.

Despite the existence of different academic studies and infrastructures design guides at an international level, it seems still difficult to choose which ones are more suitable to be applied on each specific territory and how to standardize the existing praxis.

In this sense, CYCLEWALK aims at identifying **shared standards** within the Partners areas, for the implementation of **cycling and walking measures** vis-à-vis the users and context.

OBJECTIVES

The overall objective of CYCLEWALK is to support the **shift of people from car usage to cycling and walking** mobility patterns, focusing on urban agenda and functional urban areas thus offering a specific contribution towards a **reduction of CO2 emissions**.

Furthermore, CYCLEWALK will also try to improve the knowledge of the **decision makers** in charge of cycling and walking policies through the support of the advisory partner and to increase the quality of walking and cycling measures implemented through the policy instruments.

The different regions will reach these objectives by selecting and adopting the best practices collected in each other's and those suggested by the advisory partner.



COMMUNICATION

The realization of an **awareness raising campaign** with the aim of motivating the possible users and inform them about the various benefits of walking and cycling, will help to support the Project and to widen its positive perception within each Partner's geographical area.

Furthermore, it will be translated in **group-specific measures**, addressing the various possible users differently throughout **three different phases**:

- The first phase will aim at spreading all around a **positive message** about the use of the bicycle;
- The second phase will be dedicated specifically to the so-called "**opponents**", namely those who are less in favor of the emergence of new mobility models;
- The third phase will produce favorable effects at a more **institutional level**, raising the awareness of the local administrations about the necessity to develop new policy approaches on sustainable mobility in urban areas.

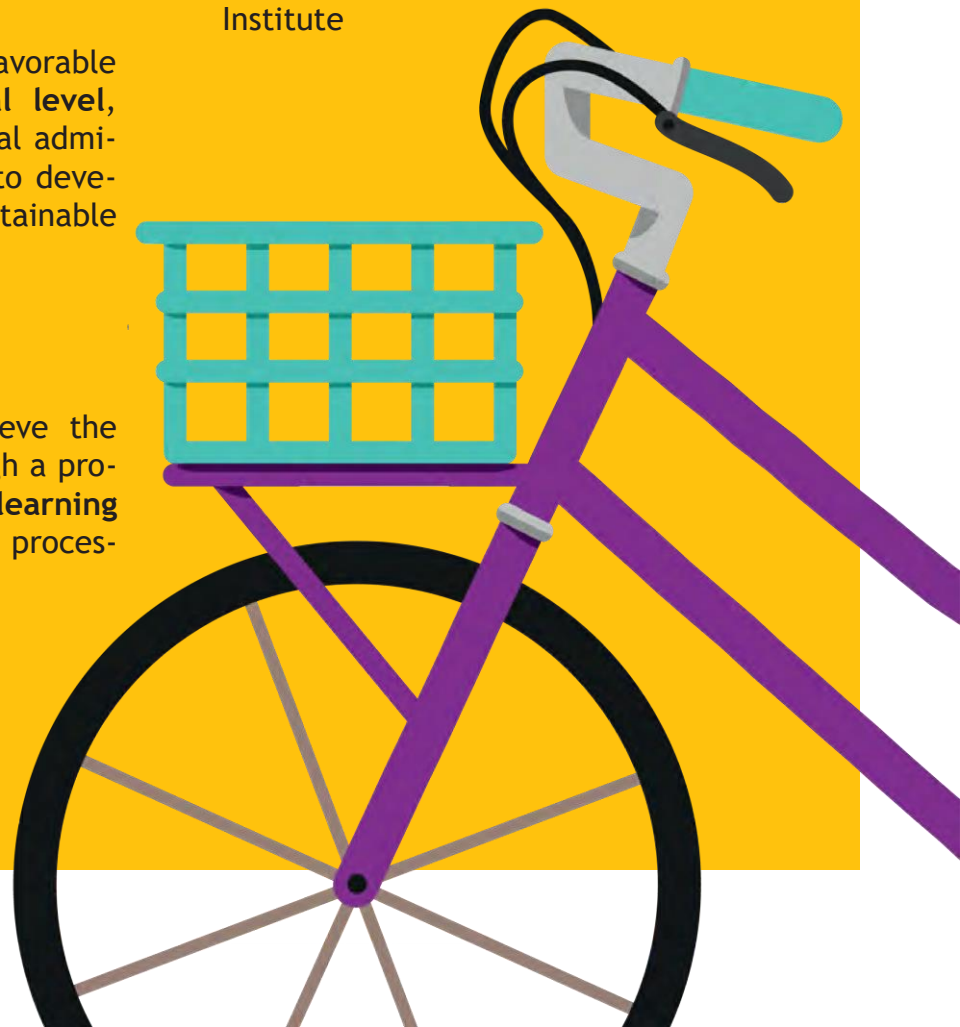
ACTIVITIES

The Project Partners will achieve the objectives of CYCLEWALK through a properly designed **interregional learning model** on the different regional processes.

The regions will select and adopt the **best practices** collected by each other's and those suggested by the advisory partner.

The practices will be transformed into **quality criteria**, to be applied in the decision-making process of the Managing Authority, in the calls of proposals or direct selection of projects on walking and cycling to be funded through the policy instruments and the beneficiaries to provide quality.

- * **Study visits**, complemented with assessment walking and cycling tours;
- * **Technical working tables** with stakeholders
- * **Training and full technical and scientific advise** provided by the Urban Cycling Institute



OUTPUTS

- 6 regional analyses on the practices for the selection of cycling and walking infrastructures;
- 6 action plans for the adoption of quality criteria in support of the policy instruments;
- 7 project partners and decision makers will have a higher knowledge of the other's countries standards;
- 6 partner regions will increase their expertise on collecting and using data in this field;
- 6 managing authorities will guide the potential beneficiaries of funds to better projects;
- 50 potential beneficiaries will be able to provide better quality on walking and cycling projects;
- 50 stakeholder groups will have their requests better integrated in the measures implemented;



ADVISORY PARTNER

Urban Cycling Institute,
University of Amsterdam (NL)

The UCI takes a multidisciplinary approach to understand the intricate web of causes and effects of mobility on people, places and politics. Its research balances a critical and academic stance with a pragmatic practice-oriented approach of developing and disseminating knowledge around active modes of urban mobility. In line with its objectives, the research topics of the organization include focus on policy transfer, development of urban strategies or integration of land use and sustainable transports.

The UCI will provide guidance on a technical level, feed the work of the partners with **information, knowledge** and the most **up-to-date research** regarding mobility and urban cycling. It will also coordinate the **trainings** to the partners and curate, plan and execute **study visits**. It will draft and submit summary and impact reports of the various activities, study visits and meetings, simultaneously studying the impact of the project on the partner cities and the policies and governance structures impacted by the project.

OTHER PARTNERS

Oradea Metropolitan Area
intercommunity development
association (RO)
Lead Partner

OMA has an important recent experience in developing its cycling and walking networks. The process of development is still ongoing, but there is a need to improve the technical competences in terms of identifying and putting into practice the most suitable technical solutions and standards.

Oradea can benefit from the experiences of the partners in developing **cross-borders infrastructures**.



Municipality of Olbia (IT)

Recently, the Municipality of Olbia has undergone a process of redesigning of its urban mobility. The project will offer opportunities to learn and acquire **best practices** and to ensure high quality **infrastructure**, in line with the current and potential needs of the users. Olbia will gain in capacity to select **preparatory criteria** and **technical standards** for the walking and cycling investments to ensure full usage and safety.

EGTC GO (IT)

The partner is an EGTC composed by the three municipalities of Gorizia, Nova Gorica and Sempeter-Vrtojba. In its territory, the **cross-border area** of Isonzo-Soca river is recognized as a potentially valuable area but barely accessible from the urban conglomeration of Gorizia. Developing **best practices** in terms of standards and European models for the managing of cycling and walking infrastructures is the key point of the EGTC GO participation into the project. Its experience in the field of urban mobility will be fully available to the partnership for appropriate consultation and inputs.





Regional management Burgenland Ltd (AU)

The unit “Mobility Centre Burgenland” concerned with all means of climate friendly mobility, is working in close cooperation with the Transport department of the Regional Government of Burgenland for the improvement of the regional transport system. The unit, will benefit from the extensive know-how in relation to walking and cycling infrastructures shared among the project partners. The partner is interested to apply experiences from other countries and will support the **integration of quality criteria** as a basis for the selection of projects in the **cross-border programme**.

Autonomous Region of Sardinia (IT)

The cities and villages of Sardinia have recently started a reconversion towards a different, more active type of mobility both for their inhabitants and as a tourism offer. The new needs has resulted in a large number of cycling and walking interventions that have being put in place in a rush without a structured approach. The Autonomous Region of Sardinia will benefit of higher knowledge and **best practices** which are applied in other countries within the project and in relation to walking and cycling infrastructures.



Municipal Enterprise “Connection Services” (LT)

Transport CO2 emissions generated in Lithuania is largely dependent on the rise of private cars and their use. Vilnius suffers from congestion, traffic and pollution. There is a big challenge for changing the mind-set of citizens and shift it towards more sustainable mobility solutions. However, firstly, the quality of walking and cycling infrastructures must be improved. As public transport authority, Connection Services, is responsible for the public transport in Vilnius and will benefit from the exchange of practices among all the partners with the aim of present a new plan for the urban mobility to be presented to the Municipality.



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